

Healthcare Professionals is a fast turnaround survey that offers you access to a representative sample of those employed in the NHS and the wider private healthcare sector.

How does it work?

The Healthcare Professionals survey runs as an omnibus, so you pay-per-question, allowing you to gain access to this specialised group in a cost-effective way without having to commission a full survey or an entire research project.

With extensive research experience in the healthcare sector the YouGov Public Sector and Not-for-Profit research team will provide guidance on your questionnaire design, and deliver a comprehensive set of results and analysis for your use.

Our Healthcare Professionals survey is representative of the sector as a whole including a breakdown of the workforce by public and private sector. Within the public sector – which comprises the NHS – our survey accounts for the proportion each occupation represents in the healthcare service. We are also able to break this down by the type of service they work for, the length of their employment in the healthcare service, frontline staff and many other categories.

Why use Healthcare Professionals?

Reach a valued group: The NHS and wider healthcare profession is one of the most revered in the UK. Their attitudes, opinions and experiences are often highly sought in public debate.

Understand workers' experiences: Whether it's on the frontline of our healthcare services or in more strategic or supportive roles, this group provides powerful first-hand insight into the everyday experiences of patients, co-workers and the sector as a whole.

Measure impact: Measure the impact services, resources, or wider trends are having on the working life of those in the healthcare services.

Generate thought leadership: Help voice the opinions of those at the forefront of our healthcare services who have the most poignant reactions to wider trends, proposals and challenges.

Our rates

Healthcare Professionals runs on-demand on a question-by-question basis.

Respondents	Entry fee	Standard question	Open question
1,000 healthcare professionals: 750 NHS employees (representative by occupation) and 250 private healthcare employees	£600	£600 per standard question	£400 per open question

Data tables and statistical analysis as well as question development advice included.

Other sample types or boosts may be requested, and extra analysis of other groupings are available.

Who we work with

YouGov's Public Sector and Not-for-Profit research team has experience of working with a range of organisations and audiences in the healthcare sector and valuable skills to help you deliver against your research objectives. We have recently worked with the following clients on projects related to healthcare:

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| Department of Health | Action on Smoking and Health (ASH) | Macmillan Cancer Support | UK Health Alliance on Climate Change |
| NHS England | Drinkaware | Parkinson's UK | Breast Cancer Now |
| Mind | Prostate Cancer UK | | |

Why YouGov?

- As the most quoted market research agency in the UK, we have a well-documented and published track record illustrating the accuracy of our survey methods. It is this methodology and the depth and detail with which we know our panellists that enables us to run daily omnibus surveys without compromising on data quality.
- The Public Sector and Not-for-Profit research team is able to draw upon valuable experience of managing market awareness, brand tracking and consumer studies that add value to our Health Professionals offer.